

Arizona Department of Veterans' Services
Advisory Commission
STRATEGIC PLAN
Adopted March 10, 2005

Mission Statement: To promote public awareness and enhance the well-being of past and present Arizona service members and their families.

The commission may establish committees as deemed necessary to accomplish the goals and objectives set forth by the Commission.

GOAL: To advise the Governor of Arizona and the Director, Arizona Department of Veterans' Services (ADVS).

Objectives

1. Schedule meetings with the Governor of Arizona at least yearly and the Director, Arizona Department of Veterans' Services (ADVS), at the call of the Chairperson.
2. Participate with other Arizona commissions, boards, agencies and organizations as appropriate.
3. Participate in the legislative process in support of Arizona's military/veteran community.
 - a. Recommend new legislation
 - b. Recommend positions on existing or proposed legislation
 - c. Defend positions before the legislature
4. Participate with National Association of State Directors of Veterans' Affairs (NASDVA) as appropriate.

GOAL: To increase statewide military/veteran outreach.

Objectives

1. Promote and increase awareness of the veteran registry.
2. Geographically divide the State into regions

- a. Assign commissioners to specific regions
 - b. Establish liaison between commission and regions.
 - c. Develop points of contact within each region
 - d. Conduct regional meetings annually to exchange information
3. Identify military/veteran community issues/needs.
4. Establish a Resource Guide to include community and social services available to military/veteran community.
5. Assist the Department's implementation of its Guard and Reserve Outreach Program in cooperation with the Veterans Administration regional office.
6. Assist the Military/Veteran Minority Community.

GOAL: To promote public awareness and garner support for the military/veteran community.

Objectives

1. Develop a public relations plan.
 - a. Identify issues and needs of the military/veteran community.
2. Develop a statewide communication plan to educate Arizona's military/veteran community.
 - a. Establish a media and veterans service organization contact list
 - b. Develop a promotional information piece for the Commission
 - c. Explore the establishment of a centralized, statewide veterans' fund-raising program.
 - d. Explore educational initiatives for K-12 schools for enhancing appreciation for military history and patriotism, such as Troops to Teachers, Veterans Awareness Glory Unsung, etc.
3. Represent the Office of the Governor and/or the ADVS at ceremonies, presentations, or other events as appropriate.
 - a. Develop a Speakers Bureau